

AMENDMENTS TO THE CLAIMS

In the Claims:

Please amend Claims 7 and 20. A complete copy of the claims including marked-up versions of each claim that is amended in this Amendment A appears below.

1 1. (Original) A method of increasing consumer awareness of products or services  
2 which are advertised in television commercials, comprising:  
3 enhancing a plurality of television commercials by displaying a marketing website  
4 logo during each of said plurality of enhanced television commercials;  
5 providing a marketing website which is associated with and identified by said  
6 marketing website logo and which is accessible by consumers;  
7 displaying to a consumer who has entered said marketing website in response to  
8 viewing a particular enhanced television commercial a list of television networks on  
9 which enhanced television commercials have aired, and prompting the consumer to select  
10 the particular television network on which the consumer viewed the particular enhanced  
11 television commercial;  
12 displaying to the consumer a list of television shows broadcasted by the particular  
13 television network during which television shows enhanced television commercials have  
14 been broadcasted, and prompting the consumer to select the particular television show  
15 during which the consumer viewed the particular enhanced television commercial;

16 displaying to the consumer a list of enhanced television commercials which were  
17 broadcasted during the particular television show, and prompting the consumer to select  
18 the particular enhanced television commercial; and  
19 providing a game or contest for the consumer to play which game or contest  
20 provides information on or relates to the particular product or service advertised by the  
21 particular enhanced television commercial.

1 2. (Original) A method as defined in Claim 1, wherein said enhancing step  
2 comprises:

3 placing said marketing website logo in a prominent position during at least a  
4 portion of each of said television commercials.

1 3. (Original) A method as defined in Claim 1, wherein said marketing website logo  
2 comprises:

3 the Universal Resource Locator ("URL") address of said marketing website; and  
4 a stylized logo which contains said URL address of said marketing website.

1 4. (Original) A method as defined in Claim 1, additionally comprising:  
2 enhancing printed materials which are transmitted to consumers by printing said  
3 marketing website logo thereupon.

5. (Original) A method as defined in Claim 4, wherein said printed materials comprise at least one of the group consisting of:  
billing statements, print advertisements, telephone advertisements, and billboards.

6. (Original) A method as defined in Claim 1, wherein said step of displaying a list of television networks comprises:  
displaying a readily recognizable logo for each of said television networks on which at least one enhanced television commercial has aired.

7. (Currently Amended) A method as defined in Claim 6, additionally comprising:  
~~enhancing printing said marketing website logo on~~ at least one type of printed material which is ~~to be transmitted~~ provided to consumers by printing said marketing website logo thereupon; consumers; and  
displaying, simultaneously with said step of displaying a list of television networks, a readily recognizable logo or other indicia for that identifies said type of printed material.

8. (Original) A method as defined in Claim 1, wherein said step of displaying a list of television shows comprises:

displaying a readily recognizable name or logo for each of said television shows during which at least one enhanced television commercials has aired.

9. (Original) A method as defined in Claim 1, wherein said step of displaying a list of enhanced television commercials comprises:

displaying a separate information element associated with each enhanced television commercial which was broadcasted.

10. (Original) A method as defined in Claim 9, wherein said information element comprises:

at least one item selected from the group consisting of the name of a company which manufactures or sells a product or service being advertised, a model name or number of a product or service being advertised, and information about a prize being awarded in said game or contest.

11. (Original) A method as defined in Claim 1, wherein said prompting steps lead the consumer to make the appropriate selection by placing a cursor of a mouse on a desired location and clicking a button of the mouse to make the selection.

12. (Original) A method as defined in Claim 1, additionally comprising:  
obtaining demographic information from the consumer.

1 13. (Original) A method as defined in Claim 12, wherein said obtaining step  
2 comprises:

3 obtaining information about the consumer regarding at least two items from the  
4 group consisting of the consumer's gender, the consumer's age, the consumer's  
5 relationship status, the consumer's residential occupancy type, the consumer's zip code,  
6 the consumer's salary bracket or household income, the consumer's household size, and  
7 the consumer's television viewing or radio listening habits.

1 14. (Original) A method as defined in Claim 1, additionally comprising:

2 requiring each consumer accessing said marketing website to register by providing  
3 certain information prior to said providing step.

1 15. (Original) A method as defined in Claim 14, wherein said information comprises:

2 at least two items from the group consisting of the consumer's name, the  
3 consumer's e-mail address, the consumer's address, and the consumer's zip code.

1 16. (Original) A method as defined in Claim 14, wherein said requiring step  
2 comprises:

3 determining whether the consumer has previously registered;  
4 if the consumer has previously registered, requiring the consumer to log in; and

if the consumer has not previously registered, requiring the consumer to register.

17. (Original) A method as defined in Claim 1, wherein said providing step comprises:  
providing to the consumer the game or contest related to the particular product or  
service advertised by the particular enhanced television commercial; and  
upon completion of the game or contest related to the particular product or service  
advertised by the particular enhanced television commercial, providing to the consumer  
the consumer's score or standing.

18. (Original) A method as defined in Claim 17, wherein said providing step  
additionally comprises:  
providing to the consumer the option to be notified of the final game or contest  
results and allowing the consumer to select said option.

19. (Original) A method as defined in Claim 18, wherein if the consumer has selected  
the option to be notified of the final game or contest results, said notification is provided  
by one of the delivery mechanisms selected from the group consisting of e-mail, voice  
e-mail, pager alert, wireless e-mail, or by providing a toll-free telephone number.

20. (Currently Amended) A method as defined in Claim 1, wherein said providing step comprises:

displaying to the consumer a plurality of additional games or contests which can be played;

prompting the consumer to select at least one additional game or contest to be played;

upon selection by the consumer of such additional game(s) or contest(s) to be played, or the consumer declining to do so, providing to the consumer the game or contest related to the particular product or service advertised by the particular enhanced television commercial; and

if the consumer has selected an additional game(s) or contest(s), following completion of the game or contest related to the particular product or service advertised by the particular enhanced television commercial, providing to the additional game(s) or contest(s) selected.

21. (Original) A method as defined in Claim 20, wherein said additional games or contests are related to products or services which in turn are related to the particular product or service advertised by the particular enhanced television commercial.

22. (Original) A method as defined in Claim 20, further comprising:  
delivering a coupon to the consumer following the completion of at least one of  
the additional games, wherein said coupon may be printed by said consumer.

23. (Original) A method as defined in Claim 1, wherein said game or contest  
comprises:  
a game or contest in which the consumer is required to provide information from  
the particular enhanced commercial, and the scoring for such game or contest is based  
upon the degree to which such information is correctly provided.

24. (Original) A method as defined in Claim 1, wherein by obtaining a sufficient score  
in said game or contest, the consumer is entered into a drawing for a prize.

25. (Original) A method of increasing consumer awareness of a product or service  
which is advertised in a television commercial, comprising:  
displaying a marketing website logo during the television commercial;  
providing a marketing website which is associated with and identified by said  
marketing website logo and which is accessible by consumers;  
displaying to a consumer who has entered said marketing website in response to  
viewing the television commercial a list of television networks on which television



8 commercials which display said marketing website logo have been broadcasted, and  
9 prompting the consumer to select the television network on which the consumer viewed  
10 the television commercial;

11 in response to the consumer's selection of a particular television network,  
12 displaying to the consumer a list of television shows broadcasted by the particular  
13 television network during which television shows television commercials which display  
14 said marketing website logo have been broadcasted, and prompting the consumer to  
15 select the television show during which the consumer viewed the television commercial;

16 in response to the consumer's selection of a particular television show, displaying  
17 to the consumer a list of television commercials which display said marketing website  
18 logo and which were broadcasted during the selected television show, and prompting the  
19 consumer to select the television commercial; and

20 in response to the consumer's selection of the television commercial, providing a  
21 game or contest for the consumer to play which game or contest provides information on  
22 or relates to the particular product or service advertised by the television commercial.

1 26. (Original) A method of increasing consumer awareness of products or services  
2 which are advertised in television commercials, comprising:

3 enhancing a plurality of television commercials by displaying a marketing website  
4 logo during each of said plurality of enhanced television commercials;

providing a marketing website which is associated with and identified by said marketing website logo and which is accessible by consumers;

displaying to a consumer who has entered said marketing website in response to viewing a particular enhanced television commercial a list of television networks on which enhanced television commercials have aired, and prompting the consumer to select the particular television network on which the consumer viewed the particular enhanced television commercial;

in response to the consumer's selection of a particular television network, displaying to the consumer a list of television shows broadcasted by the particular television network during which television shows enhanced television commercials have been broadcasted, and prompting the consumer to select the particular television show during which the consumer viewed the particular enhanced television commercial;

in response to the consumer's selection of a particular television show, displaying to the consumer a list of enhanced television commercials which were broadcasted during the particular television show, and prompting the consumer to select the particular enhanced television commercial; and

in response to the consumer's selection of the particular enhanced television commercial, providing a game or contest in which the consumer may play for a prize or award, which game or contest provides information on or relates to the particular product or service advertised by the particular enhanced television commercial.

27. (Original) A method of enhancing the marketing of products or services which are advertised in television commercials, comprising:

providing a marketing website which is associated with an indicia and which is accessible by consumers;

enhancing a plurality of television commercials by displaying said indicia which is associated with said marketing website during each of said plurality of enhanced television commercials;

providing incentives to motivate consumers to enter said marketing website in response to viewing enhanced television commercials;

displaying to a consumer who has entered said marketing website in response to viewing a particular enhanced television commercial a series of screens which prompt the consumer to select the particular enhanced television commercial viewed by the consumer; and

providing marketing information relating to the product advertised by the particular enhanced television commercial viewed by the consumer in a manner which is associated with said incentives.

28. (Original) A method of marketing products or services, comprising:

providing a marketing website having a particular web address;

3           broadcasting said web address in conjunction with each of a plurality of television  
4   commercials;

5           first, allowing a consumer entering said marketing website to select the particular  
6   television network on which the consumer viewed a particular one of said plurality of  
7   television commercials;

8           second, allowing the consumer to select the particular television show during  
9   which the consumer viewed said particular television commercial;

10          third, allowing the consumer to select said particular television commercial; and

11          fourth, providing marketing information relating to the product advertised by the  
12   particular enhanced television commercial in a manner which the consumer finds  
13   gratifying.